

Standard Advertising Formats

Ad format	Format size in px (width x height)	size in kb	File formats	available on
Billboard [1]	min. 760 x 250, max. 980 x 250	100	jpg, gif, HTML5 + Hexadezimal-Farbwert	Bike-magazin.de, Boote-magazin.de, Boote-exclusiv.com, Comdirect.de/Informer, Freeride-magazine.de, Gute-fahrt.de, Modellfahrzeug.de, Mybike-magazin.de, onvista.de, Surf-magazin.de, Sup-mag.de,
Medium Rectangle [1]	300 x 250	40	jpg, gif, (d)html, HTML5	Bike-magazin.de, Boote-magazin.de, Boote-exclusiv.com, Comdirect.de/Informer, Freeride-magazine.de, Gute-fahrt.de, Klassikradio.de, Modellfahrzeug.de, Mybike-magazin.de, Oldtimer-Markt.de, onvista.de, Surf-magazin.de, Sup-mag.de, Tour-magazin.de, Yacht.de
Halfpage Ad [1]	300 x 600	80	jpg, gif, HTML5	Bike-magazin.de, Boote-magazin.de, Boote-exclusiv.com, Freeride-magazine.de, Gute-fahrt.de, Modellfahrzeug.de, Mybike-magazin.de, mygolf.de, Oldtimer-Markt.de, onvista.de, Surf-magazin.de, Sup-mag.de, Tour-magazin.de, Yacht.de
Skyscraper [1]	200 x 600	40 80	jpg, gif, (d)html, HTML5	Bike-magazin.de, Boote-magazin.de, Boote-exclusiv.com, Freeride-magazine.de, Gute-fahrt.de, Klassikradio.de, Modellfahrzeug.de, Mybike-magazin.de, Oldtimer-Markt.de, onvista.de, Surf-magazin.de, Sup-mag.de, Tour-magazin.de, Yacht.de
Leaderboard [1]	778 x 90	40	jpg, gif, (d)html, HTML5	Bike-magazin.de, Boote-magazin.de, Boote-exclusiv.com, Freeride-magazine.de, Gute-fahrt.de, Klassikradio.de, Modellfahrzeug.de, Mybike-magazin.de, Oldtimer-Markt.de, onvista.de, Surf-magazin.de, Sup-mag.de, Tour-magazin.de, Yacht.de
Wallpaper [1], [3]	Banner max. 778 x 90, + Skyscraper max. 200 x 600 + Hexa Code	100	jpg, gif, (d)html, HTML5	Bike-magazin.de*, Boote-magazin.de*, Boote-exclusiv.com*, Freeride-magazine.de, Gute-fahrt.de, Klassikradio.de*, Modellfahrzeug.de, Mybike-magazin.de, Oldtimer-Markt.de, onvista.de*, Surf-magazin.de, Sup-mag.de, Tour-magazin.de*, Yacht.de*

*Background link is possible

Premium Advertising

Ad format	Format size in px (width x height)	size in kb	File formats	available on
Fireplace [5], [1]	Banner 778 x 90, 1.000 x 90	100	jpg, gif, HTML5 + Hexadezimal-Farbwert	onvista.de
	Banner 1.254 x 90			Bike-magazin.de, Boote-magazin.de, Tour-magazin.de
	Banner 1.012 x 90			Freeride-magazine.de, Gute-fahrt.de, Mybike-magazin.de
	Banner 968 x 90			Boote-exclusiv.com, Surf-magazin.de, Sup-mag.de
	Banner 1.024 x 90			Yacht.de
	+ Skyscraper right hand max. 200 x 600 + Skyscraper left hand max. 210 x 640			
Floor Ad [1]	1.200 x 200 px Video can be integrated and start independently, without sound. This may only start by click.	80	jpg, gif, HTML5	Bike-magazin.de, Boote-exclusiv.com, Boote-magazin.de, Freeride-magazine.de, Gute-fahrt.de, Modellfahrzeug.de, Mybike-magazin.de, Surf-magazin.de, Sup-mag.de, Tour-magazin.de, Yacht.de
Pushdown Ad [1], [7]	900 x 90 expanded max. 900 x 300	80	jpg, gif, HTML5 (no redirects)	Bike-magazin.de, Boote-exclusiv.com, Boote-magazin.de, Freeride-magazine.de, Gute-fahrt.de, Modellfahrzeug.de, Mybike-magazin.de, Surf-magazin.de, Sup-mag.de, Tour-magazin.de, Yacht.de
	778 x 90, 1.000 x 90 expanded max. 778 x 300, 1.000 x 300			onvista.de
Sitebar	min. 120 x 600 (skalierbar)	150	Javascript Redirect	Bike-magazin.de, Boote-magazin.de, Boote-exclusiv.com, Freeride-magazine.de, Gute-fahrt.de, Klassikradio.de, Modellfahrzeug.de, Mybike-magazin.de, Oldtimer-Markt.de, onvista.de, Surf-magazin.de, Sup-mag.de, Tour-magazin.de, Yacht.de

Exclusive Placements

Ad format	Format size in px (width x height)	size in kb	File formats	available on
Homepage Exclusive Billboard [1], [8]	max. 980 x 250	80	jpg, gif, HTML5 + Hexa Code	Bike-Magazin.de, Boote-magazin.de, onvista.de, Tour-magazin.de, Yacht.de
Homepage Exclusive Fireplace [1], [5], [8]	Banner 1.254 x 90 Banner 1.024 x 90 + Skyscraper right max. 200 x 600 + Skyscraper left max. 210 x 640	100	jpg, gif, HTML5 + Hexa Code	Bike-Magazin.de, Boote-magazin.de, Tour-magazin.de Yacht.de
Homepage Exclusive Wallpaper [1], [8]	Banner 778 x 90, 1.000 x 90 (only onvista.de) + Skyscraper max. 200 x 600 + Hexa Code	100	jpg, gif, HTML5	Bike-Magazin.de, Boote-magazin.de, Klassikradio.de, Tour-magazin.de, Yacht.de
Homepage Exclusive First Contact Billboard [1], [8]	Banner max. 778 x 90 and 980 x 90 + Hexa Code	100	jpg, gif, HTML5	onvista.de
Homepage Event [1]	Fireplace: Banner 1000 x 90 + Skyscraper right max. 200 x 600 + Skyscraper left max. 210 x 640 + Hexa Code Billboard Banner max. 980 x 250	150	jpg, gif, HTML5 + Hexa Code	Bike-Magazin.de, Boote-magazin.de, Tour-magazin.de, Yacht.de

Content Integrations

Ad format	Format size in px (width x height)	size in kb	File formats	available on
Product Presentation / Premium-Box	<p>Certificates Product Presentation Teaser Box Image: 100 x 100,</p> <p>Funds, Product Presentation Teaser Box Image: 100 x 100</p> <p>Headline: max. 35 characters incl. spaces</p> <p>Teaser Text: 3-4 Lines with max. 45 characters incl. spaces</p> <p>Further images in the article max. 675 px wide, product flyer, termsheet and pre-prepared articles (max. 1,5 DIN A4 plain text), up to 2 content ads (255 x 205 px) are placeable</p>	–	jpg, gif	onvista.de
Yield Tip	Textlink (one word) max. 30 characters, yield in the format: xx%	–	–	onvista.de
Native Ad	<p>Headline: max. 30 characters incl. spaces</p> <p>Teaser: max. 145 characters incl. spaces</p> <p>Graphics: 130 x 100 px + 100 x 100 px</p>	–	–	onvista.de
News-Feed	News will be imported via RSS-Feed/XML-Feed. We highly recommend RSS 2.0.	–	–	onvista.de

Video Advertising

Ad format	Format size in px (width x height)	size in mb	File formats	available on
InBoard Video	996 x 560 Format: 16:9 Duration: 30 sec.	4	FLV, MPG oder Vast Redirect	onvista.de
InRead Video	640 x 480	4	MP4 oder FLV	onvista.de
Pre Roll	640 x 480 Format 4:3 Maximale Duration: 30 sec. Sound can be integrated	4	flv, mpg, MP4, VAST2	onvista.de,

onvista Mobile

Ad format	Format size in px (width x height)	size in kb	File formats	available on
Understitial	320 x 480	50	jpg, gif	onvista.de (android app, iphone app & mobile webseite)
Content Ad	300 x 50 (android, iphone, mobile website)	30	bmp, jpg, gif, png	onvista.de (android app, iphone app & mobile webseite)

E-Mail Marketing

Ad format	Format size in px (width x height)	size in kb	File formats	available on
Standalone Newsletter [6]	see description [6]	60	plain text, html	onvista.de
Cash.-Newsletter Top News	Picture 200 x 133 Teaser text: 200 characters, not animated	15	jpg, gif	Cash/onvista
Cash.-Newsletter Leaderboard	640 x 90 or 600 x 90	40	jpg, gif	Cash/onvista
Partner-Newsletter 1./2./3. Presenter	600 x 150 px	100	jpg, gif, png	Yacht.de, Boote-magazin.de, Tour-magazin.de, Mybike-magazin.de

Special forms of advertising

General points

- Due to the asynchronous tagging of our portals we request that you refrain from using the document write script. We will not otherwise be able to guarantee that the advertising material will be correctly implemented and displayed.
- You should deliver the advertising material at least three days before campaign launch, in the case of Fireplace, 1 week in advance.
- Please supply the advertising material in an https-enabled format.

[1] HTML5

- Size and maximal weights of the formats are according to the previous specifications.
- If multiple files are used, the root file should always be named "index.html".

HTML5 AD MEDIUM (implementing clickTags)

Click counting library

Add the following script into the <head> area of the main ad medium file (index.html):

```
<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.0.js">
</script>
```

clickTag variables

```
<!DOCTYPE html>
<html>
<head>
<title>html5 multi clicktag</title>
```

```
<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.0.js"></script>
```

```
<meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0">
<style>
```

```
body{width:300px;height:600px;margin:0;padding:0;}
#main-container{width:300px;height:600px;cursor:pointer;}
#click-area1{background-color:red;height:150px;display:block;}
#click-area2{background-color:blue;height:150px;display:block;}
#click-area3{background-color:yellow;height:150px;display:block;}
#click-area4{background-color:black;height:150px;display:block;}
</style>
</head>
<body>
```

```
<div id="main-container">
<a id="click-area1"></a>
<a id="click-area2"></a>
<a id="click-area3"></a>
<a id="click-area4"></a>
</div>
```

```
<script type="text/javascript">
var clickArea1 = document.getElementById("click-area1");
clickArea1.onclick = function(){
```

```
window.open(clickTag0, "blank")
```

```
}
var clickArea2 = document.getElementById("click-area2");
clickArea2.onclick = function(){
```

```
window.open(clickTag1, "blank")
```

```
}
var clickArea3 = document.getElementById("click-area3");
clickArea3.onclick = function(){
```

```
window.open(clickTag2, "blank")
```

```
}
var clickArea4 = document.getElementById("click-area4"); clickArea4.onclick = function(){
window.open(clickTag3, "blank")
}
</script>
</body>
</html>
```

Single click URL

Declare the "clickTag" variable in the ad medium HTML file (index.html) and assign the click URL.

```
<script>
var clickTag = "http://www.theclickthroughurl.com";
</script>
```

Multiple click URLs

If the ad medium contains several clickable elements, the clickTags have to be listed (numerically): clickTag0, clickTag1, clickTag2...

```
<script>
var clickTag0 = "http://www.theclickthroughurl-1.com";
var clickTag1 = "http://www.theclickthroughurl-2.com";
var clickTag2 = "http://www.theclickthroughurl-3.com";
</script>
```

```
<script type="text/javascript">
var clickTag0 = "http://www.test1.de";
var clickTag1 = "http://www.test2.de";
var clickTag2 = "http://www.test3.de";
var clickTag3 = "http://www.test4.de";
</script>
```

Link assignment

If you assign a hyperlink to a clickable element on the ad (text, button, image etc.), you can choose one of the following options.

Option 1

```
<a id="clickArea"></a>
```

```
<script type="text/javascript">
var clickArea = document.getElementById("clickArea");
clickArea.onclick = function(){
window.open(clickTag, "blank");
}
</script>
```

Option 2

```
<a id="clickArea" target="_blank"></a>
```

```
<script type="text/javascript">
var clickArea = document.getElementById("clickArea");
clickArea.href = clickTag;
</script>
```

When using the 2nd option, you have to wait for the "click counting library" to initialise. The "library" first has to replace the Javascript clickTag variables before the ad can be rendered.

In order to be alerted when the initialisation is done, insert the "init" function (registered callback), which will notify you when the "click counting library" has completed its task:

```
<script>
function init(){
/* this is a custom function which starts building the ad */
}
sas.clicktag.register(function(){
init();
});
</script>
```

Examples of use:

Example 1: Simple clickTag using the “window.open” method

```
<!DOCTYPE html>
<html>
<head>
<title>html5 single clicktag</title>

<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.0.js"></script>

<meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0">
<style>
body{width:300px;height:600px;margin:0;padding:0;}
#main-container{width:300px;height:600px;cursor:pointer;}
#click-area1{background-color:red;height:600px;display:block;}
#click-area2{background-color:blue;height:150px;display:block;}
#click-area3{background-color:yellow;height:150px;display:block;}
#click-area4{background-color:black;height:150px;display:block;}
</style>
</head>
<body>

<script type="text/javascript">
var clickTag = "http://www.test.de";
</script>

<div id="main-container">
<a id="click-area1"></a>
</div>
<script type="text/javascript">
var clickArea1 = document.getElementById("click-area1");
clickArea1.onclick = function(){

window.open(clickTag, "blank")

}
</script>
</body>
</html>
```

Example 2: Multiple clickTags using the “window.open” method

```
<!DOCTYPE html>
<html>
<head>
<title>html5 multi clicktag</title>

<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.0.js"></script>

<meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0">
<style>
body{width:300px;height:600px;margin:0;padding:0;}
#main-container{width:300px;height:600px;cursor:pointer;}
#click-area1{background-color:red;height:150px;display:block;}
#click-area2{background-color:blue;height:150px;display:block;}
#click-area3{background-color:yellow;height:150px;display:block;}
#click-area4{background-color:black;height:150px;display:block;}
</style>
</head>
<body>
```



```
<script type="text/javascript">
var clickTag0 = "http://www.test1.de";
var clickTag1 = "http://www.test2.de ";
var clickTag2 = "http://www.test3.de ";
var clickTag3 = "http://www.test4.de ";
</script>

<div id="main-container">
<a id="click-area1"></a>
<a id="click-area2"></a>
<a id="click-area3"></a>
<a id="click-area4"></a>
</div>
<script type="text/javascript">
var clickArea1 = document.getElementById("click-area1");
clickArea1.onclick = function(){

window.open(clickTag0, "blank")

}
var clickArea2 = document.getElementById("click-area2");
clickArea2.onclick = function(){

window.open(clickTag1, "blank")

}
var clickArea3 = document.getElementById("click-area3");
clickArea3.onclick = function(){

window.open(clickTag2, "blank")

}
var clickArea4 = document.getElementById("click-area4");
clickArea4.onclick = function(){

window.open(clickTag3, "blank")
}
</script>
</body>
</html>
```

Example 3: Simple clickTag using the “registered callback” function

```
<!DOCTYPE html>
<html>
<head>
<title>html5 single clicktag with callback test</title>
<meta name="viewport" content="width=device-width, initial-scale=1.0, maximum-scale=1.0">

<script src="//ns.sascdn.com/diff/templates/js/banner/sas-clicktag-3.0.js"></script>

<style>
body{width:300px;height:600px;margin:0;padding:0;}
#main-container{width:300px;height:600px;cursor:pointer;}
#click-area1{background-color:red;height:600px;display:block;}
#click-area2{background-color:blue;height:150px;display:block;}
#click-area3{background-color:yellow;height:150px;display:block;}
#click-area4{background-color:black;height:150px;display:block;}
</style>
</head>
<body>

<script type="text/javascript">
var clickTag = "http://www.test.de";
</script>

<div id="main-container">
<a id="click-area1" target="_blank"></a>
</div>
```

```
<script>
function customerFunc(){
var clickArea1 = document.getElementById("click-area1");
clickArea1.href = clickTag;
}
sas.clicktag.register(function(){
customerFunc();
});
</script>

</body>
</html>
```

[[2] Sitebar

The Sitebar is a dynamic ad format, which follows the screen resolution. So the ad has to be created as responsive format.

[3] Wallpaper

- For these formats, the skyscraper is always placed on the right hand side next to the leaderboard.
- Background colour has to be a Hexa Code (e.g. #000000).
- For klassikradio.de please do not use white as background colour.

[4] Fireplace

- With the specifications given the fireplace is optimised for screen resolution of 1.280 x 1.024 px.
Note: The advertising material is completely visible with screen resolutions of more than 1460 pixels width. Our sales consultants would be pleased to advise you on this.

[5] Homepage Exclusive and Area Bookings

- materials should always be delivered physically. It is also possible to integrate them as redirect or iFrame. Server utilisation must be observed.
- The individual elements may not be larger than 80 kb.
- Max. 3 motives are placed in rotation.

[6] Standalone Newsletter onvista.de

- Format: HTML
- Size max. 60kb (incl. all files)
- Subject max. 70 signs
- All graphics shown in the newsletter must be delivered physically. Referencing onto an external customer server is not permitted.
- For optimal representation in all standard mail clients, please observe the following:
 - Use a table layout.
 - Use only static content (no JavaScript, no Flash).
 - No forms.
 - No anchor links as these cannot be used globally.
 - No external css files, no css definitions in the header >> only inline styles.
 - No justified text (e.g. align=„justify“).
 - No background images (e.g. as a colour gradient or as a background in a table).
 - No DIVs.
 - Give preference to HTML tags before style attributes (e.g. <p align="right"> instead of <p style="text-align:right;">).
 - Script formatting should generally be determined for all paragraphs with tag, not with an inline style (Outlook 2007 problems).
 - Images within tables (e.g. frames) may be compressed at most but never stretched (Outlook 2007 problems)
 - Avoid URLs in the linking text / anchor text, in particular http:// - TargetUrl- - as some mail clients see these as a phishing attempt.

A final control will be carried out by our department. The newsletter supplied by you will be tested for the correct representation.

With the above mentioned specifications, a clean display is guaranteed in the standard mail programmes. If these specifications are not complied with, display errors may occur (especially in Lotus Notes and Outlook 2007).